

2019 Congressional Fly-In

February 25-26, 2019 Renaissance Washington, DC Downtown Hotel 999 9th Street, NW Washington, DC 20001

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Schedule

Monday, February 25, 2019

Master of Ceremonies: Mario Ascencio, Chair, ALA Committee on Legislation

8:30 am- 9:15 am Continental Breakfast and Check-in

Renaissance West A

Check schedules w/ Advocacy Associates

9:15 am- 9:30 am Welcome and Announcements

Renaissance West A

Mary Ghikas, Executive Director, American Library Association Loida Garcia-Febo, President, American Library Association

9:30 am- 10:45 am The Influence Checklist: Assessing and Improving Your

Advocacy Strategies
Renaissance West A

In this program, participants will walk through an exercise to identify 23 tactics to build relationships between your supporters and lawmakers. The program includes a worksheet allowing participants to assess the individual organization's value and success level for each tactic in order to create a complete advocacy strategic plan.

Brad Fitch, President and CEO, Congressional Management

Foundation

10:45 am- 11:00 am **Break**

11:00 am- 11:50 pm How to Support Libraries Through the Media

Mount Vernon Room

Participants will learn techniques on creating strategic communications campaigns and acquire tools to build and maintain relationships with local, state and national media.

Brian Jones and Charlotte McCoy, Black Rock Group

12:00 pm- 12:30 pm **Lunch**

Renaissance West A

12:30 pm- 1:15 pm **Keynote Speaker**

Renaissance West A

Hon. Mignon Clyburn

Fellow, Open Society Foundations, and former Commissioner and

Acting Chair, Federal Communications Commission

1:15 pm- 1:30 pm **Break**

1:30 pm- 2:45 pm

Libraries and the Hidden Economy

Renaissance West A

Businesspeople should be among the library's strongest and most credible supporters. From employee upskilling to services for entrepreneurs, libraries contribute to the local economy in so many ways. On this panel, three businesspeople will share their stories for showcasing the value and importance of libraries to business. Their insights may be incorporated into library advocacy generally or help you recruit local businesspeople to advocate for libraries.

Paul Gazzolo, Senior Vice President, General Manager, Gale Publishing Skip Dye, VP, Library and Academic Sales, Penguin Random House Steve Potash, President and CEO, Rakuten OverDrive

Moderator: Mark Vieth, Senior Vice President, Cavaracchi Ruscio

Dennis Associates

2:45 pm- 3:20 pm

Issue Briefing

Renaissance West A

A discussion of this year's most pressing legislative issues.

Vic Klatt, Principal, Penn Hill Group

Kathi Kromer, Associate Executive Director, ALA Public Policy

and Advocacy Unit

Moderator: Robert Banks, ALA Committee on Legislation

3:20 pm- 3:30 pm

Brief Announcements

3:30 pm- 4:30 pm

Improvising a Meaningful Conversation

Renaissance West A

Workshop utilizing improvisational skills to help participants learn to better communicate, collaborate and create, including off-the-cuff, high stakes conversations. There will be lots of laughter, and introverts and extroverts do equally well at this work (it's all about listening and support).

John Windmueller, Director, Washington Improv Theater

4:00 pm- 4:05 pm

Wrap Up

Megan Ortegon, Public Policy Manager, ALA Public Policy and Advocacy Unit

Kathi Kromer, Associate Executive Director, ALA Public Policy and Advocacy Unit

Tuesday, February 26, 2019- Congressional Office Visits

7:00 am- 8:30 am

Continental Breakfast
Mount Vernon Room

Hon. Mignon Clyburn



Mignon L. Clyburn served as Commissioner on the Federal Communications Commission (FCC) from 2009 to 2018, and acting chair from May to November of 2013.

During her nearly nine years at the FCC, Commissioner Clyburn was committed to closing persistent digital and opportunities divides that continue to challenge rural, Native and low wealth communities. Specifically, she pushed for the modernization of the agency's Lifeline

Program, which assists low income consumers in defraying the cost of voice and broadband service, championed diversity in media ownership, initiated Inmate Calling Services reforms, emphasized diversity and inclusion in STEM opportunities, and fought to preserve a free and open internet.

Previously, Clyburn served 11 years on the South Carolina Public Service Commission. Prior to that, she was the publisher and general manager of the Coastal Times, a family-founded, Charleston-based weekly newspaper focusing on issues affecting the African American community.

Clyburn is currently a Fellow at the Open Society Foundation where she continues to champion efforts to eliminate predatory rates for prison telephone services and is the principal of MLC Strategies.

She is a graduate of the University of South Carolina and holds a BS in banking, finance and economics.

Preparing for Congressional Meetings

Common Hill Terms

Meeting in the Hallway - Congressional offices, particularly those on the House side, are relatively small and may have one meeting room that may double as the member's office. If the member is in their office, or another meeting is taking place, it is common that meetings will be moved to the hallway.

The Interrupted Meeting - Staff may need to interrupt your conversation to ask the member a question. Additionally, the member or a staffer you are meeting with may occasionally check their phone during your conversation. Staff receive over hundreds of work-related emails in a day, many of which pertain to legislation and is time sensitive. Also, if the staffer you are meeting with is the subject matter expert for a legislative area, they must remain attentive to emails or texts they receive from the Member of Congress in the event that they need timely input on legislation. This is common on the Hill and is not reflective of disinterest in your discussion.

Capitol Bells - When either the House or the Senate chamber is in session - voting on the chamber floors - a series of bells and buzzers may go off during your meeting. These bells signal to members of Congress legislative action is taking place in the chamber. The member may have to end the meeting prematurely to go vote.

Staffer - Refers to a member of the congressperson's staff. Staff will periodically refer to each other this way. Although the preferred meeting is with the Member of Congress, the staffer maintains the legislative agenda for the office and are the best person to ensure your priorities and concerns are addressed.

Scheduler - A congressional scheduler not only maintains the schedule of the Member of Congress but also serves as the liaison for the staff, public and other members of Congress. In a day, a scheduler can receive over 500 work-related emails, many of which are meeting requests with the member or staff. When contacting a scheduler to arrange a meeting, include the names of the attendees and whether they are constituents, the topics you will be discussing and a range of dates and times you are available to meet. Leaving availability open-ended may result in a scheduler prioritizing other immediate meetings. Lastly, always keep the scheduler updated, especially when running late to a meeting.

Floor Remarks - Prior to, or preceding regular legislative business, Members may make speeches on a subject of their choice to be entered in the Congressional Record. These remarks will appear on C-SPAN, can be recorded and shared.

The Boss - Common Hill reference for the Member of Congress.

Capitol Visitor Center (CVC) – Main entrance for tourist and visitors not conducting legislative business. The center is located underground at the east entrance of the Capitol. The space contains meeting room, exhibits, a cafeteria, gift shops and meeting

CHOB - The Cannon House Office Building. Note - all rooms with three-digit room numbers are located Cannon (413 CHOB). The first number in the sequence indicates the floor number.

LHOB - The Longworth House Office Building. Note - all rooms with four-digit room numbers beginning with the "1" are located in Longworth (1330 LHOB). The second number in the sequence indicates the floor number.

RHOB - The Rayburn House Office Building. Note - all rooms with four-digit room numbers beginning with "2" are located in Rayburn (2314). The second number in the sequence indicates the floor number.

SR or RsoB - Russell Senate Office Building.

SD or DsoB - Dirksen Senate Office Building.

SH or HsoB - Hart Senate Office Building.

Best Practices for a Successful Congressional Meeting

Before:

The day before. Confirm meeting and send all supporting documentation - such as the one-pagers - the day before. This allows staff ample time to review the topics that will be discussed, allowing for in-depth dialogue during your meeting.

Running late? Allow yourself ample time to travel to the House office buildings and locate the office. Note, security lines can take anywhere from 5-10 minutes. If you predict you will be late, email the staff beforehand.

Meetings begin when you walk through the door. Maintain light conversation with the staff in the front office. It will create a good impression and set a good tone for the rest of the meeting.

During:

Have a game plan. Assign talking points to each member of your group. Rehearse beforehand and be prepared to answer any questions related to your specific talking points.

Why libraries care. The Member or staff may not be familiar with the topics you are discussing. Have a brief talking point that will both tie the importance of the topic to libraries and the importance to the congressional district.

Be specific. Prepare an example of a program within the member's district or state that will personally or professionally resonate with them. Strong statistics to back your example are an excellent way to make an impact with your member office.

- Personal example: If your member owned a small business, speak about the classes and resources your library provides to small businesses. Make sure to specifically state how cuts to federal funding could affect that program.
- *Professional example:* If your member is on the STEM Education Caucus, speak about how you have integrated STEM in your branch's technology and youth programs. Again, make sure to specifically state how cuts to federal funding could affect that program.

Keep conversations on the topic. There is a limited window to get your message across before the member or staffer's next meeting. This meeting is to serve as an opportunity for future dialogue on this topic and others.

Always end with the ask. End your conversation with how the member can support libraries. Invite them to visit your library to gain a first-hand perspective on the services provided to your patrons. If the member has already visited, request that they make remarks on their respected chamber floor about your library.

After:

Follow up. When you follow up with your member office, be sure to include any answers or supporting documentation that was requested during the time of the meeting. Also, be sure to pass along any intelligence you received from the meeting such as, your member seemed interested in getting more involved in library initiatives or they have a relative who is a librarian, to the ALA Washington Office so we can note that your member is a potential library champion.

Hotel Information

Conference Hotel

Renaissance Washington, DC Downtown Hotel

999 9th Street, NW

Washington, DC 20001

Phone: (202) 898-9000

Ground Transport to Hotel

From Ronald Reagan Washington National Airport (about 5 miles from hotel)

Taxi/ Uber Depending on factors such as traffic, the number of passengers and

luggage, cab fare will cost approximately \$22 (one-way).

Metro There is a Metro station just outside the Reagan National Airport

Terminal. Take a Yellow line train towards Fort Totten/ Greenbelt. Exit at Gallery Place/Chinatown. Exit the station using the H Street and 7th Street exit. Walk down H Street towards 9th Street. Turn right on 9th Street. Walk up one block towards I Street. The Renaissance Hotel will be on the right. The one-way Metro fare will be approximately \$2.30, depending on what time of day you travel. Metro fare cards can be purchased at any Metro

station.

SuperShuttle Advanced reservations are encouraged, especially if wheelchair-

accessible transportation is required. Roundtrip fare for one will cost

approximately \$15 for a shared ride (www.supershuttle.com).

From Dulles International Airport (about 28 miles from hotel)

Taxi/ Uber Depending on factors such as traffic, the number of passengers and

luggage, cab fare will cost approximately \$76 (one-way).

SuperShuttle Advanced reservations are encouraged, especially if wheelchair-

accessible transportation is required. Roundtrip fare for one will cost

approximately \$30 for a shared ride (<u>www.supershuttle.com</u>).

From Baltimore/Washington International Airport (about 40 miles from hotel)

Taxi/ Uber Depending on factors such as traffic, the number of passengers and

luggage, cab fare will cost approximately \$75 (one-way).

SuperShuttle Advanced reservations are encouraged, especially if wheelchair-

accessible transportation is required. Roundtrip fare for two will cost

approximately \$41 for a shared ride (www.supershuttle.com).

Train BWI offers a free shuttle from the airport to the MARC/Amtrak station,

running approximately every six to eight minutes. From BWI to

Washington, DC the MARC train costs approximately \$7. Amtrak costs

approximately \$17.

From Washington's Union Station (train station- about 1 mile from hotel)

Metro

There is a Metro station inside Union Station, follow the signs directing to platform. Take a Red line train towards Shady Grove. Exit at Gallery Place/Chinatown. Exit the station using the H Street and 7th Street exit. Walk down H Street towards 9th Street. Turn right on 9th Street. Walk up one block towards I Street. The Renaissance Hotel will be on the right. The one-way Metro fare will be approximately \$1.00, depending on what time of day you travel. Metro fare cards can be purchased at any Metro station.

Taxi/ Uber

Two taxi services provide transportation from Union Station. Taxis are available on demand outside of the station. A one-way trip will cost approximately \$10.

Royal Taxi (202)398-0500 or visit www.dctaxionline.com

Yellow Taxi (202)544-1213 or visit www.dcyellowcab.com

Hotel Parking

On-site parking available for \$35 a day. There are 2 electric charging stations for \$35 per stay. Spaces are also available per day at the CityCenter garage, a two-minute walk from the conference hotel. Spots are also available at the Victor building, a three-minute walk from the conference hotel, at \$20 a day. Spots can be pre-purchased online (https://www.parkme.com)

Food Near Renaissance Hotel DC

<u>American</u>		Area Code: 202
Fifteen Squares, 999 9 th St, NW	\$\$, Casual	682-3183
Presidents Sports Bar & Grille, 999 9th St, NW	\$\$, Casual	682-3183
Corduroy, 1122 9th St, NW	\$\$\$, Business	589-0699
City Tap House, 901 I St, NW	\$\$, Casual	733-5333
Farmers & Distillers, 600 Massachusetts Ave, NW	\$\$, Casual	464-3001
Busboys and Poets, 450 K St, NW	\$\$, Casual	789-2227
<u>European</u>		
RPM Italian, 650 K St, NW	\$\$\$, Business	204-4480
Zaytinya, 701 9 th St, NW	\$\$\$, Casual	638-0800
Sfoglina Downtown, 1099 New York Ave, NW	\$\$\$, Casual	525-1402
<u>Asian</u>		
Wok And Roll, 604 H St, NW	\$\$, Casual	347-4656
Thai Chili, 701 7 th St, NW	\$\$, Casual	393-2905
Chinatown Garden, 618 H St, NW	\$\$, Casual	737-8887

Capitol Hill Information

What Should I Wear?

Attire for Monday is business casual. Check the weather in Washington, DC (www.weather.com) before you leave as the winter weather can change quickly in our nation's capital. For the meetings Tuesday with Members of Congress, coat and tie is recommended for men and a nice dress or pantsuit is recommended for women. Wear comfortable shoes. The halls of Congressional office buildings are made of marble and you're guaranteed to walk a lot!

Transportation During the Conference

The Metro System has stops accessible to both the House and Senate sides of Capitol Hill and the hotel. The closest Metro stop to the Senate Office Buildings is Union Station (Red Line) and the closest Metro stop to the House Office Buildings is Capitol South (Blue and Orange Lines). The closest Metro stop to the Renaissance Hotel is Gallery Place/Chinatown (Red Line).

An Uber/Lyft to the Senate is estimated at \$6, depending on the time of day in which you travel. A taxi will cost around \$10.

An Uber/Lyft to the House is estimated at \$7, depending on the time of day in which you travel. A taxi will cost around \$11.

Parking

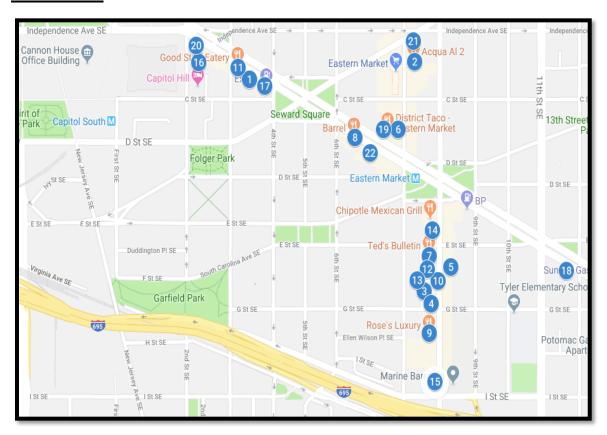
For Tuesday's appointments on Capitol Hill, parking is available at the Union Station Parking Garage (202-898-1950) at Union Station on 30 Massachusetts Avenue, NE. The garage is open 24 hours a day and the rates are as follows: \$9.95 for the first hour, \$14.95 for 1-2 hours, \$20.00 for 2-10 hours, and \$24.00 for 10-24 hours. The garage has two entrances; the most convenient to the Senate Office Buildings is on Massachusetts Ave, NE, by Columbus Circle. Passenger vehicles higher than 7 feet 5 inches cannot be accommodated by the garage.

Food on Capitol Hill

Dining in the House Office Buildings	Dining in the Senate Office Buildings
Cannon Carryout Cafeteria	Dirksen North Servery
Room: B-114	Room: Dirksen Basement, NW Corner
7:30 AM- 4:00 PM	7:30 AM- 3:00 PM
Longworth Cafeteria	Dirksen South Buffet
Room: B-223	Room: Dirksen Basement, South Side
7:30 AM- 2:30 PM	11:30 AM- 2:30 PM
Rayburn Cafeteria	The Hart Senate Chef
Room: B-357	Room: Dirksen/Hart Ground Floor Connector
7:30 AM- 2:30 PM	8:00 AM- 6:30 PM
Rayburn Deli	Russell Carry-Out
Room: B-236	Room: Russell Basement, NW Corner
11:00 AM- 7:00 PM	7:30 AM- 5:00 PM

Food Options

House Side:

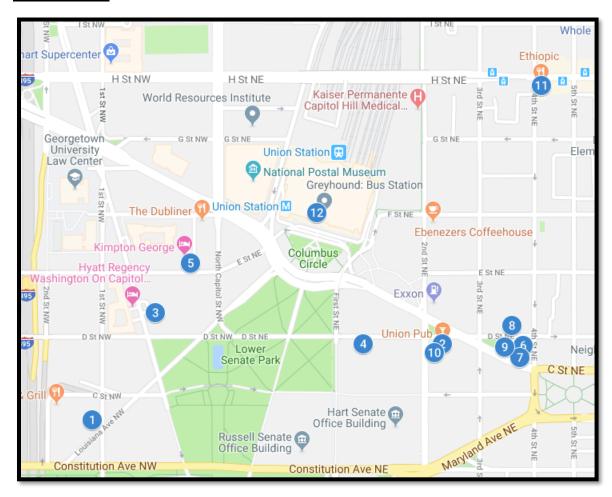


<u>European</u>		Area Code: 202
1. We the Pizza, 305 Pennsylvania Ave, SE	\$, Casual	544-4008
2. Acqua al 2, 212 7 th St, SE	\$\$-\$\$\$, Casual	525-4375
3. Cava Mezze, 527 8 th St, SE	\$\$, Casual	543-9090
4. Ambar, 523 8 th St, SE (Balkan)	\$\$, Casual	813-3039
5. Betsy, 514 8th St, SE (Belgian)	\$\$, Casual	544-0100
6. Montmartre, 327 7 th St, SE (French)	\$\$, Casual	544-1244
<u>American</u>		
7. Ted's Bulletin, 505 8th St, SE	\$\$-\$\$\$, Casual	544-8337
8. Barrel, 613 Pennsylvania Ave, SE	\$\$, Casual	543-3622
9. Rose's Luxury, 717 8 th St, SE	\$\$\$, Casual	580-8889
10. Brick Lane, 517 8 th St, SE	\$\$-\$\$\$, Casual	675-2002
11. Good Stuff Eatery, 303 Pennsylvania Ave, SE	\$\$, Casual	543-8222
12. Medium Rare, 515 8 th St, SE	\$\$, Casual	601-7136
13. Matchbox, 521 8 th St, SE	\$\$, Casual	548-0369

Cambodian, Sushi, Ramen, Korean

14. CHIKO, 423 8th St, SE (Korean)	\$\$, Casual	558-9934
15. Torai, 751 8 th St, SE (Sushi)	\$\$, Casual	525-2053
16. Let's Mix! BiBiJa!, 209 Pennsylvania Ave, SE	\$\$, Casual	544-3049
17. Sushi Capitol, 325 Pennsylvania Ave, SE	\$\$, Casual	627-0325
<u>Halal/Afghan</u>		
18. Kabob & More, 1123 Pennsylvania Ave, SE	\$, Casual	544-0910
<u>Mexican</u>		
19. District Taco, 656 Pennsylvania Ave, SE	\$, Casual	735-5649
20. Burrito Brothers, 205 Pennsylvania Ave, SE	\$, Casual	543-6835
21. Tortilla Café, 210 7 th St, SE	\$, Casual	547-5700
<u>Seafood</u>		

Senate Side:



American

1. Charlie Palmer Steak, 101 Constitution Ave, NW	\$\$\$\$, Business	547-8100
2. Union Pub, 201 Massachusetts Ave, NW	\$\$, Casual	546-7200
3. Art and Soul, 415 New Jersey Ave, NW	\$\$\$, Casual	854-0023
4. The Monocle, 107 D St, NW	\$\$\$, Business	546-4488
<u>European</u>		
5. Bistro Bis, 15 E St, NW	\$\$\$, Business	661-2700
6. Bistro Cacao, 320 Massachusetts Ave, NE	\$\$\$, Business	546-4737
7. Café Berlin, 322 Massachusetts Ave, NE	\$\$, Casual	543-7656
8. Bistro Italiano, 320 D St, NE	\$\$, Casual	546-4522
<u>Mexican</u>		
9. La Loma. 316 Massachusetts Ave, NE	\$\$, Casual	548-2550
Sushi		
10. Kyoto Sushi, 201 Massachusetts Ave, NE	\$\$, Casual	546-2597

Ethiopian

11. Ethiopic, 401 H St, NE \$\$, Casual 675-2066

12. Union Station

Aloha Poke Legal Seafood Jamba Juice Starbucks

Bojangle's Magnolia Bakery Johnny Rockets Subway

Cava McDonald's Le Pain Quotidien Taco Bell

Chick-fil-a Pizzeria Uno

Chipotle Potbelly Sandwich Shop

Chop't Pret A Manger

Crepe Lena Roti Mediterranean Grill

Dunkin' Donuts Sakura
Einstein Bros Sbarro

Haagen-Dazs Shake Shack

Top 20 Things to Do in Washington, DC

1. Monuments at Night Bus Tour- Any DC local can tell you that the monuments are best seen at night! Book a bus tour and enjoy the ride.

Old Town Trolley Tours- https://www.trolleytours.com/washington-dc/night-tours (844)356-2603

City Sights- https://www.citysightsdc.com/washington-dc-double-decker-tours/night-tour-of-washington-dc.html (202)650-5444

Big Bus Washington DC- https://www.bigbustours.com/en/washington-dc/washington-dc-night-tour-ticket/

- **2. White House** Stop by and get the perfect picture of this iconic building! The best view is from the Pennsylvania Avenue gate.
- **3. Library of Congress***-Take a free one-hour walking tour of the historic building. On the tour, you will learn about its history, symbolic art, and architecture.
- **4. National Gallery of Art*-** The National Gallery of Art is home to thousands of spectacular pieces of art. You can easily spend an afternoon here wandering the halls.
- **5. National Museum of African American History and Culture*** Tickets for this museum are hard to come by, but once you get inside, there is no doubt you can spend a whole day taking in the large museum. The cafeteria is also regarded as the best of the Smithsonians.
- **6. National Museum of American History*-** This classic museum is home to certain artifacts crucial to American history, such as the flag that inspired the National Anthem, gowns of the First Ladies, and Dorothy's red slippers.
- **7. National Archives*-** Home to essential founding documents including the Declaration of Independence and the Constitution,
- **8. Newseum-** The mission of this museum is to emphasize the importance of a free press and the First Amendment.
- **9. Washington National Cathedral** Check out the amazing architecture and try to find the Darth Vader gargoyle on the building's façade. Be sure to check out the café on the grounds, providing good coffee and great views of the building.
- **10. National Air and Space Museum***-Free admission to this museum gives you a look into space and space exploration. The IMAX theatre within the museum is not free, but the experience is worth the fee.
- **11. National Museum of the American Indian*** This museum is home to one of the world's largest and most diverse collections of its kind. There are often performances in the main foyer that are a must-see. The cafeteria has also been regarded as one of the best of the Smithsonians.
- **12. Artechouse** Artechouse is an innovative art space and destination for immersive and interactive art exhibitions, if you're looking for something on the trendier side of DC culture.
- **13. United States Supreme Court** The Supreme Court building is open to the public Monday-Friday 9:00 AM to 4:30 PM. The building is closed on weekends and all federal holidays.

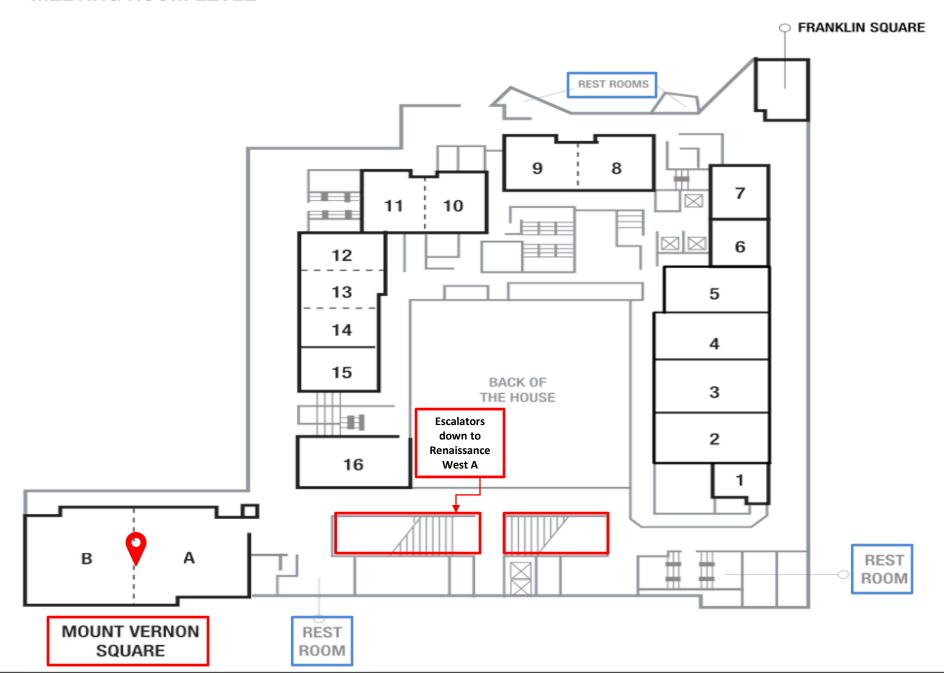
^{*}Subject to status of government

- **14. Wizards/ Capitals Game at Capital One Arena** Check the schedule for upcoming Wizards basketball games or Capitals hockey games.
- **15. Pinstripes Bowling or shop around Georgetown-** If bowling at Pinstripes isn't your forte, take a stroll down M Street in historic Georgetown. You'll see many shops, restaurants, and beautiful older homes.
- **16. National Portrait Gallery***-Located within walking distance of the Renaissance Hotel, the National Portrait Gallery is home to many installments, including the collection of presidential portraits, including the most recent portraits of Former President Barack Obama and Former First Lady Michelle Obama.
- **17. National Museum of Women in the Arts-** The National Museum of Women in the Arts advocates for better representation of female artists and serves a center of thought, community engagement, and social change.
- **18. United States Botanical Garden** Escape the cold and head into the tropical sections of the U.S. Botanical Garden. This living museum informs visitors about the importance of plants to the well-being of the earth's ecosystems. The Botanical Garden is located near the House Office Buildings on Capitol Hill.
- **19. Ford's Theatre-** Witness history at Ford's Theatre, the site of Lincoln's assassination. The tour includes the theatre, the museum, and Petersen House across the street.
- **20. Bureau of Engraving and Printing-** Watch the money printing process firsthand. Admission is free for the 40-minute tour, though you don't get to take any money home.

^{*}Subject to status of government

K STREET

MEETING ROOM LEVEL



BALLROOM LEVEL

